

EL PASO TIRE TRADE IN DEMAND; MORE COMPANIES TO OPEN HERE

Pennsylvania Service Station Will Open Soon; Bittick to Put on Continuous Service; Nauman Will Move to San Antonio Street; Punctured "Nobby" Is Located; News of "Gasoline Row."

AUTOMOBILE manufacturers are invading El Paso in force these days. The big business that has been done by the automobile distributors and the prospect of still further increased business with peace in Mexico, has created a feeling among the tire men that the El Paso distributing market is one very desirable.

There is already one day and night tire service here, the Quick Tire Service, Inc., and service cars are maintained by the Bess Rubber company and the El Paso Rubber company. A. W. Bittick, manager of the El Paso Auto Supply company, distributors of Congress and Pullman tires, announces that he will put on a continuous service just as quickly as another carload of tires can reach here, as the market is now so hot that he finds it difficult to keep up with demands with regular day service at the present.

Penn Tires to Open. The Pennsylvania Tire company is also to open salesrooms on Texas street within the next week or ten days and service cars are to be established in connection with this concern. J. E. Canoe, of the Auditorium garage, is one of the principal men in the new company.

Lee Ormady, of the Ajax Tire company, announced while he was here recently that if his company could not arrange satisfactory service deals with a local company, it would establish an office of its own in El Paso and as the Mission Garage, Inc., is dropping this line, it is likely that a factory branch of the Ajax concern will soon make its appearance here.

Lee Agencies Are Placed. The Borderland Auto Supply company recently perfected arrangements for a distributing agency for the Lee tires and manager Ben L. Clements has just returned from a trip through Arizona

and New Mexico, where he placed three agencies and reports a very successful trip. The Borderland is not likely to go extensively into service cars for the present at least.

New Oil Company. The Rio Grande Oil company opens up on Monday morning, at South Kansas, Seventh and Campbell streets, and will handle "Speedway" gasoline, in addition to carrying a full line of oils, greases, etc. They will have a fleet of red service tank trucks. Manager L. E. Lockhart states that the Rio Grande is going to go after a big share of the local oil and gasoline business.

The Western Motor Supply company, which has heretofore confined its attention to accessories and flash tires, is branching out with a full line of the well-known Veedol oils and manager Joe Buker expects Veedol to become the most popular oil on the local market.

The Oakland Auto Sales company delivered a carload of Oakland 10, this week.

A. H. Elmore, general manager of the Oakland Auto Sales company, is at present on business for his company.

Patrol Truck Delivered. The U. S. C. patrol truck, recently ordered by the police department, has been turned over, ready for service, by the Nauman Motor Sales company.

Truck manager H. M. Gillespie took mayor Tom Lea for a ride on the front seat and not inside on Friday, and after the truck was officially accepted, it was turned over to the police

chauffeurs. Two panel body U. S. C. three-quarter ton trucks, ordered by the U. S. C. patrol company, recently left the shops this week ready for service and have been turned over to the buyers.

The Western Furniture company purchased a 1500 pound truck from the Nauman Motor Sales company this week.

Tube Mission Garage, Inc., reports the delivery of a carload of Chevrolet touring cars to the Mission Garage, Inc. company, subdealer for Magdalena, N. M. Another carload for local delivery will arrive here very soon.

Trailers Coming Soon. Manager Leo J. Frost, of the Franklin Motor Car company, expects a carload of the new Simpler automobile trailers here within a week. Since the announcement that this concern would stock the trailers, Mr. Frost has had many applications for subdealers and many local inquiries.

Another carload of Franklin touring cars will arrive here about the end of the coming week.

C. E. Humphrey, factory representative of the McGraw Tire and Rubber company, East Palestine, O., with headquarters at Dallas, was in the city this week on business with the El Paso Auto Supply company.

J. R. Freeman has transferred the scene of his activities from Chevrolet cars at the 3rd Union Garage to selling tires for the El Paso Auto Supply company.

Big Demand for Tires. "We have a carload of castings now en route, but the demand for tires has been so heavy of late that we have had to get in almost 500 castings by express within the past week," said A. W. Bittick, of the El Paso Auto Supply company.

The usefulness of automobiles under all sorts of conditions was again demonstrated at the recent fire at Port Blansas when the headlights of the Maxwell automobile of Lieut. E. C. Blais served as illumination for the firemen to check what might have been a big blaze.

Manager E. Ben Ottstad, of the Saxon Motor Sales company, reports the demand for Saxons in west Texas to be very strong. He placed orders with the factory this week for two more carloads and states that the orders are considerably in excess of the supply at the present time, but looks for heavier shipments from the factory in the near future.

Many Ford Sales. Ford sales by the Tri-State Motor company this week were: Ford touring cars to M. J. Murray, 3525 Montana street; H. A. Grillo, 1408 East Rio Grande street; William Speaker, 4211 Bliss street; John Helme, 4211 Dover street; and the White Grant company.

Ford roadsters were delivered to the J. X. L. Roofing company, W. S. Billie, Tuttle point and Glass company, El Paso Nursery and Meyers company. Ford delivery cars went to the China Palace, Houck & Dieter and W. D. Goss, and W. D. Goss.

Ford subdealers who received cars through the headquarters of the Tri-State Motor company this week were: W. D. Newton, Las Cruces, two runabouts; Ed. Tompkins, Hachita, N. M., touring car; City Garage, touring car; P. F. Campbell, Hatch, N. M., two touring cars; Scott's Garage, Lordsburg, N. M., touring car; A. G. Van Horn, Toyah, Tex., touring car.

Nauman Will Move. The Nauman Motor Sales company will move from its present quarters on Myrtle avenue, during the coming week, to temporary quarters at 422 East San Antonio street. A fine new building for the Nauman concern is now being erected on West San Antonio street, opposite the new Tri-State building, but it will be five months before the new building is ready for occupancy and the old quarters of the Elliott-Garrett company will be used for the present. It is understood that a new concern will move into the Myrtle avenue salesroom within the next fortnight.

The Nauman Motor Sales company reports the sale of the "Nobby" to be delivered out of the next shipment received. A carload of Reos, both "elms" and "fours", left the factory on Friday for the Nauman company.

Convertible Sedans Arrive. Mrs. C. S. Pickrell has just received delivery of a new Chandler convertible sedan, which was purchased from the Lone Star Motor company. This car is upholstered in Bedford cord and lace of high quality, with the usual closed car fittings of curtains, electric lights and other conveniences. In the summer it can be converted into a touring top with glass removed from doors and sides.

Dr. R. R. Carpenter has purchased a Dodge touring car from the Lone Star Motor company. This is a convertible top and the allwinter top can be attached at any time, affording the sedan convertibility.

Dodge touring cars have been delivered by the Lone Star Motor company to Lieut. M. F. Leim, M. F. Leim, both of the Sixth Infantry, Mrs. J. D. Ponder and Maurice R. Morgan, of Alamogordo.

Humobile deliveries by the Lone Star Motor company this week were: Touring models to L. J. Gilchrist, of the State National bank; Max T. L. Schley, R. Michell and Harry Spennell, of Alpine; Max Montague, of Albuquerque, son a Humobile roadster.

Perry Off East Again. E. C. Perry, of the Lone Star Motor company, left today for the east. While away, Mr. Perry will visit the Dodge factory with the hope of securing additional cars. Only a few weeks ago Mr. Perry was in Detroit and received additional orders with the increased sales and inquiries from the territory controlled by the Lone Star Motor company necessitate a much larger quantity of cars to fill orders now on hand and take care of future business, which is daily coming in.

J. S. Thiel, factory representative of

NON-STOP CAR AND NON-SLEEP OBSERVER



Maxwell automobile in which, as official observer, S. U. Bergh, of Fresno, Calif., rode for a week, day and night, practically without rest, in order to testify to the fact that, throughout the entire week, the car's motor never stopped. Bergh's test is unique in motor car annals and took rank with that of the car as a supreme feat of endurance.

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J. S. Thiel, factory representative of

the Maxwell is expected to arrive in the city on Sunday.

Alpine Dealer Here. Cas Edwards was in the city from Alpine on Thursday and returned home Friday morning, accompanied by C. C. O'Meara, of the Maxwell district staff, and Adolph Biquette, of the Buquet Motor Car company. Each drove a Maxwell touring car, as Mr. Edwards reports a strong demand for the Maxwell in his territory. He also took back a supply of parts and will run a service station in connection with his big garage.

Col. George H. Morgan has purchased a Maxwell touring car from the Buquet Motor Sales company.

J. W. Kirkpatrick, manager of the Tri-State Motor company, left on Thursday for a visit of inspection to the subdealers of his company in New Mexico and Arizona.

The Oakland Auto Sales company reports the sale of a three-quarter ton U. S. C. truck to the Western Transfer and Storage company.

Tackles Muddy Roads. Wilson Smith arrived in El Paso on Wednesday from Amarillo, en route to Phoenix, in his Mitchell "six." He came by way of Alamogordo and Tularosa and reports pulling 12 miles through deep mud near Amarillo, yet did not have to take his car out of "high" more than once on the entire trip.

A Buick "six" before this Mitchell, said Mr. Smith, "but now it will be Mitchell for the rest of my life."

A carload of Mitchell "sixes" was received by the El Paso Auto Sales company this week and a touring car was delivered to Louis Plante.

Lieut. Ralph Talbot has purchased a Maxwell touring car and will drive it from El Paso to San Francisco, starting in about two weeks. He has been

ordered to the Philippines for duty and will take his car with him.

Dr. Grace Gets New Car. Dr. Thompson W. Grace has given up his famous two-cylinder Maxwell humabout, after nine years of continuous service, and purchased a Maxwell touring car.

W. H. Coffey, mechanical inspector of the Maxwell, is expected in the city this evening on an inspection tour.

Vernon L. Sullivan, Fort Stockton agent of the Maxwell, got two touring cars from the Buquet Motor Car company this week.

The Maxwell Motor company, of Stanton, Tex., has ordered a Maxwell touring car from the local distributors.

H. F. Bennett, Maxwell subdealer at Las Cruces, was in the city on Tuesday for a touring car for a customer in the upvalley city.

For Most Popular Girl. A Maxwell touring car has been purchased by the Crawford theater for presentation to the most popular young woman in El Paso as a Christmas gift.

George Tremble, of Lordsburg, was in the city on Wednesday for a Maxwell touring car from the Buquet Motor Car company.

J. H. Gilchrist, of El Paso, N. M., has purchased a Cadillac "eight" touring car from the Cadillac Sales company.

Maxwell's E. E. Meinda and salesman A. Richards and D. W. Sanford, of the local staff of the Goodyear Tire and Rubber company, arrived in the city Monday for a district conference of Goodyear officials.

Goat After More Cars. F. M. Bannell, manager of the El Paso Overland Auto company, will leave for Toledo on Sunday to arrange for a special carload of Willys-Overland products for the "El Paso Automobile Week" and to endeavor to secure 25 more cars immediately to satisfy the local demand for Overland.

J. E. Casner has been appointed agent for Ford's National and Studebaker at Alpine, and was in the city on Thursday to secure a supply of spare parts from the Western Motor Supply company.

The 1000-mile four-day endurance test of the Studebaker "six" has been postponed two weeks and will take place on November 5, 8, 10 and 11. It is likely that Carl Reeves will drive the car.

Several Studebaker Deliveries. Studebaker deliveries by the Elliott-Garrett company this week were: Ford delivery car to Bassett & Taber, subagents at Silver City, who also secured a Studebaker "six" touring car; a Studebaker "four" touring car to E. C. Wells, subagent at Deming; a Studebaker "four" touring car to J. A. Reames, subagent at Las Cruces; and a Studebaker "four" touring car to A. J. Recheville, of this city.

John T. Bulkey, manager of the Western Motor Supply company, is confined to his home by illness but hopes to be back on the job early next week.

J. H. McDuffie, assistant sales manager of the Willys-Overland company, spent three days in El Paso this week with the El Paso Overland Auto company, and was well pleased with the heavy sales of Overlands in this territory.

Hails in Bad Week. Hardly a week passes that the big white service car of the Modern Auto company does not have some touch of hail. Last Sunday, the Modern crew had to haul out a big touring car, a Studebaker, in a deep ditch near the Borderland Inn. The car was badly wrecked and the job of getting it to the shops was a difficult one.

C. E. Henry, manager of the Cadillac Sales company, has returned from a successful trip to Silver City, Santa Rita, Hurley and Deming.

Nail Through a "Nobby." The Quick Tire Service recently advertised that it would pay one dollar to the motorist bringing in a nobby tread tire penetrated by a nail. The offer went unclaimed until this week, when E. R. Kenley & company brought in a nobby tread through which a

steel nail had penetrated. It was evident from the condition of the nail that it had started to penetrate the casing a considerable time back as the head was worn almost smooth, and manager E. R. Kenley declares that he must have driven on the casing for a few hundred miles with the nail in it before the nail managed to penetrate the fabric and affect the tube.

STUDEBAKER SETS PRODUCTION MARK

The Studebaker corporation succeeded on Friday, Oct. 15, in establishing a new high mark for the production of motor cars in a single day. September had proved to be the banner month in the company's history, from three records having been broken. These records were for one day's production, for the output of six consecutive days, and for the total of cars manufactured in a month. Present indication, by comparison with the daily production that had been maintained, indicate now that October is to be made the record month.

On this Friday the Studebaker factories produced 347 cars, and without requiring any extraordinary effort, so that officials are confident of the pace in manufacturing that has been set.

Not has there been any slowing up in the placing of orders by dealers for cars, according to officials of the corporation. Vice president L. J. Ollier,

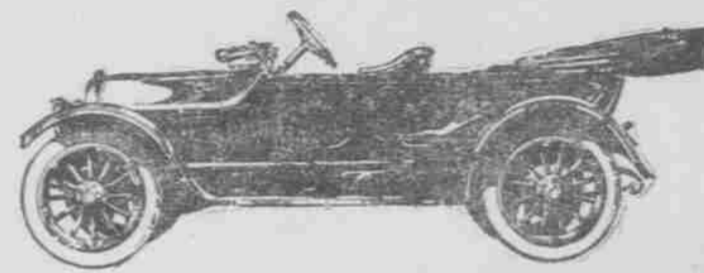
Motor Car Production In the United States

Year.	Number.	Value.
1909	2,700	\$ 4,750,000
1910	11,000	12,650,000
1911	21,700	30,000,000
1912	25,000	40,000,000
1913	34,000	62,000,000
1914	44,000	92,000,000
1915	85,000	127,500,000
1916	125,500	164,200,000
1917	157,000	225,000,000
1918	210,000	262,500,000
1919	278,000	378,000,000
1920	485,000	425,000,000
1921	515,000	485,000,000
1922	703,527	573,000,000
Total	2,125,900	\$2,720,200,000

who is director of sales, is quoted as saying that if conditions prevailing with the automobile industry are to be accepted as a criterion, the country is entering upon one of the most prosperous eras in its history.



The 1916 Overland Model 83 has Magneto Ignition—all Overlands have. And this \$750 car has many other advantages usually found only in higher-priced cars.



Five-Passenger Touring \$750 Touring Roadster \$725
Prices f.o.b. Toledo

Overland 83 Advantages

POWER—35 Horsepower Motor
COMFORT—Diverse Upholstery; Long, Under-slung Rear Springs and Large Tires
BEAUTY—Streamline Body Design
CONVENIENCE—Electric Control Buttons on Steering Column
MAGNETO IGNITION—Certain and Uniform
PRICE—No other car with these advantages and specifications can be had elsewhere at even considerably higher price

Call, telephone or write for demonstration

El Paso Overland Auto Co.

Phone 170 120-122 San Francisco St.

DODGE BROTHERS WINTER CAR

Comfort and complete protection for the Winter months—then, in the Spring, a quick change back to the standard touring car or roadster

The tops are well and strongly fitted to the cars at the factory. They are upholstered in cloth, and the appointments are in good taste

The motor is 30-35 horsepower

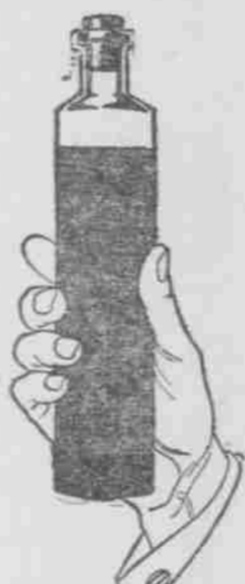
The price of the Winter Touring Car or Roadster complete, including regular mohair top, is \$950 (f. o. b. Detroit)

DODGE BROTHERS, DETROIT

LONE STAR MOTOR CO.

Phone 6100.

301-305 West San Antonio St.



Look At the Oil in Your Motor

Draw some from your crank case into a glass or bottle—let it stand a day—see whether its original color has turned to a muddy black and whether it has formed a deep layer of sediment.

Black color and sediment prove the presence of dangerous chemicals.

The black color is due to three substances that injure your motor. First, carbon which makes the engine fire too soon, and "knock." Second, acid matter that eats the polished surfaces. Third, metal-like grits which grind and score the bearings.

**TRY
VEEDOL**

On Our Recommendation

Even after weeks of running, Veedol clears up and shows a minimum sediment. Get a five-gallon can from us and see the remarkable difference between Veedol and ordinary oils. Veedol costs no more—get full value.

Veedol Products Give Maximum Value

VEEDOL LIGHT—An oil of light body having excellent lubricating qualities and flowing freely in cold weather. May be used in all types of water-cooled internal combustion engines and in all types of lubricating systems.

VEEDOL MEDIUM—An oil of medium body possessing superior lubricating qualities when exposed to heat and flowing readily in cold weather. May be used in all types of water-cooled internal combustion engines and in all types of lubricating systems.

VEEDOL HEAVY—An oil of heavy body and of superior lubricating qualities. Suitable for use in water-cooled internal combustion engines with force feed lubricating systems. This oil is an ideal lubricant for air-cooled motors, such as are used in motorcycles, aeroplanes, cyclecars, automobiles, etc.

VEEDOL EXTRA HEAVY—An oil of extra-heavy body for use during hot weather and suitable for the same engines as Veedol Heavy.

VEEDOL SEMI-FLUID OIL and VEEDOL GREASES are recommended for use in transmissions, differentials, etc.

VEEDOL is carefully refined by the most modern methods from Pennsylvania petroleum, a crude oil universally acknowledged to furnish the highest grade of lubricating oils. This is the basis of **VEEDOL** quality.

VEEDOL SERVICE STATION
Has been opened at the corner of Florence and Main, under the management of L. A. Williams, who has a supply of oils, greases, etc. Prompt service, etc.

Western Motor Supply Co.

Wholesale and Retail Automobile Supplies, Oils, Etc.

318 San Francisco Street.

El Paso, Texas.

